# “A STUDY OF WOMEN ENTREPRENEURS IN LATUR DISTRICT”

Synopsis of the thesis submitted to

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## Introduction:

By the early 16th century the word 'Entrepreneur' meant "man engaged in military expeditions"[1]. It was applied to business for the first time in 18th century, to designate a dealer who purchases and sells goods at uncertain price. Cantillion was probably the first to introduce the term 'Entrepreneur' and applied it to the individuals engaged in production of goods for market place. The Entrepreneur is a key to economic development.

**Definitions:**

1. *Jeen Baptiste Say* 1824 defined 'Entrepreneur' as "the economic agent involving production, with the use of labour force and the capital or land and ultimately get some profit"[2]. Thus in addition he emphasized on risk bearing.

2. *Schumpeter* (1961) defined 'Entrepreneur' as "a dynamic agent of change; or the catalyst who transformed increasingly physical, natural and human resources into corresponding production possibilities"[3].

The word Entrepreneurship has been derived from a French root which means 'to undertake'. Today people call it by various names like adventurism, risk taking, innovating etc. Entrepreneurship refers to a process of action an Entrepreneur undertakes to establish his/her enterprise. It is a creative and innovative response to the environment.

**Definitions:**

1. *A. H. Cole* 1959 - "Entrepreneurship is the purposeful activity of an individual or a group of associated individuals undertaken to initiate, maintain or aggrandize profit by production or distribution of economic goods and services"[4].

2. At a conference on Entrepreneurship in the United States, Entrepreneurship was defined as "an attempt to create value through recognition of business opportunities, the management of risk taking appropriate to the opportunity, and through the communicative and management skills to mobilize human, financial and material resources necessary to bring a project to fruition"[5].

## Women Entrepreneurship:

A new idea has later emerged which defined Entrepreneurship and Entrepreneurs as the means or instruments by which the economy and society are transformed and improved.

The definition of the entrepreneurship had never been differentiated on the basis of the sex and hence could be extended to women Entrepreneurs without any restrictions. The term 'Women Entrepreneurship' was first used by 'Mehan'[8]. With the emergence of Women as Entrepreneurs a national level Standing Committee on women Entrepreneurs constituted by Ministry of Industries, Government of India defined women Entrepreneurs enterprise as 'an enterprise owned and administered by a woman and having a minimum financial interest of 51% of the share capital and have at least 50% women employees'[9]. The validity of such a definition had been challenged at every step.

Thus, a women Entrepreneur be defined as confident, innovative and creative women capable of achieving self economic independence individually or in collaboration, generates employment opportunities for the others through initiating establishing and running an enterprise by keeping pace with her personal, family and social life. The growth of women Entrepreneurship would be supplementary and complementary for women in particular and the country in general.

On the one hand, enthusiasm and skill in constructive performance is met and simultaneously, they can earn enough for proper maintenance and improvement of their socio-economic status. On the other side, this workforce in production process will enrich the national economy by way of ensuring optimum utilization of human and material resources for adequate employment opportunities. The Indian women have traveled with the times for centuries and have proved to the world that 'the hands that rock the cradle can rule the world'.

## The Women Entrepreneurship in International Level:

In the advanced countries of the world, there is a phenomenal increase in the number of self employed women after the World War II. Recent studies in Canada, United Kingdom, United States of America, Sweden, Netherlands and many developed countries are examining the factors

which contribute to the emergence of women as Entrepreneurs. In USA 80% of new business are started by women and 66% in Canada. In both countries, women are owned 50% of North American business in the year 2000. Over 70% of the new entrants in the labour force in Canada are women[7]. Women are no longer confined to the hearth and house.

## Women Entrepreneurship in India:

In developing country like India, the presence of women Entrepreneur has great importance. The two factors influence the growth of women Entrepreneur in India. They are pull and push factors. Pull factors implies the factor which encourage women to become Entrepreneur, push factors are those which compel women to become Entrepreneurs. Women are playing vital role in economic mainstream of the country. The social reform movement played a greater significant role in bringing about the change in the status of women in society. The development of women has always been the central focus in development planning since independence. Though there have been various shifts in policy approach in the last 54 years from the concept of 'welfare' in the 70's to 'development' in the 80's and to 'empowerment' in the 90's. Since its inception has been implementing special programmes designed to improve the socio-economic status of women.

## Review of Literature:

Kamala Singh (2011) in her book entitled, "Women Entrepreneurs" has analyzed the profile, entrepreneurial traits and performance of women entrepreneurs. She has made an attempt to explore the institutions and agencies extending financial support, technical training and guidance to women entrepreneurs. She has also identified the intra and inter-linkages and communication pattern of institutions and agencies promoting entrepreneurial sub-systems and also she has tried to explore the constraints encountered by a women institutional and entrepreneurial level[10].

Sara Carter and Tom Cannonm (2011) in their study entitled, "Women as Entrepreneurs" have analyzed the various dynamics of enterprises and how women measure their success. They have also made an attempt to analyze how women entrepreneurs view failure in their entrepreneurship[11].

Shanta Kohil Chandra (2012) in her study entitled, "Development of Women Entrepreneurship in India" has made an attempt to analyze the various public policies and programmes which develop the women entrepreneurship in India and the roles and various effects of the programmes[12].

S. Kavitha and V. Ramajayam (2013) in their article on "Role of Social Entrepreneurship in Sustainable Development**"** have stated that social entrepreneurship is essential to achieve the goal of sustainable development . Further they stated that social entrepreneurship promotes the social wellbeing in the form of distributing goods and service for the benefit of poor households[13].

## Need for Study:

The present study is an attempt to evaluate the performance of different types of entrepreneurial activities of women and to explore the possible avenues wide open for the entrepreneurial activities for women to improve their socio-economic conditions.

## Objectives of the Study:

1. To study the traits of women Entrepreneurs and their performance in the Latur district (Study Area).
2. To study the socio-economic status of women Entrepreneurs in study area.
3. To analyze the role of the government and also the various supporting agencies to promote women entrepreneurship in study area.
4. To identify the problems faced by women Entrepreneurs in the study area.
5. To suggest feasible measures to promote successful women Entrepreneurs in study area.

## Hypothesis:

The present study is based on the following hypothesis:-

1. The occupational structure of women Entrepreneurs is based on their traditional skills.
2. Social and religious taboos effect the entrepreneurial activities of women Entrepreneurs.
3. The economic background of women is a determinantal factor for Entrepreneurship.
4. Lack of mobility of women determines location decisions.

## Research Methodology:

The present study aims to enquire into the nature of entrepreneurial activities of women and their impact on the socio-economic conditions on women in Latur district. The study is based on explanatory and statistical research.

## Data Collection:

The study is based on primary data and secondary data.

a. **Primary Data:** The primary data will be collected with the help of questionnaire, discussions, and interviews with women Entrepreneurs.
b. **Secondary Data:** Major components of situational analysis will be included.

1. Collection and review of literature related to women Entrepreneurs.
2. Referring to various journals, magazines and articles related to this study.
3. Documents and reports available in the office of District Industries Centre (DIC), Latur. Women Development Corporation.

## Scope of the Study:

The scope of the study comprises of profile of Entrepreneurs and their enterprises, activities and performance of the enterprise, role of government agencies and financial institutions and problems faced by the Entrepreneurs in all perspectives while carrying out the business for 10 years.

## Limitations:

1. The usual limitations of the resources in terms and money the researcher has contributed to limit the scope of the study.
2. Collection of data is another limitation of study.
3. The limitation of primary data given by the people.
4. The sample size is also a limitation of study.

## Chapterization:

Tentative chapterization of the present study is as follows:

| No. of Chapters | | Name of Chapter |
|---|---|---|
| Chapter I | : | Introduction |
| Chapter II | : | Review of Literature |
| Chapter III | : | Profile of Latur district |
| Chapter IV | : | Women Entrepreneurship and trails of women entrepreneur |
| Chapter V | : | Analysis of socio-economic status of women entrepreneurs |
| Chapter VI | : | Role of government agencies and supporting financial institutions. |
| Chapter VII | : | Problems faced by women Entrepreneurs |
| Chapter VIII | : | Summary of findings, suggestions and conclusions. |
| | | Annexure |
| | | References |

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